MFT HOTELS IN MALAYSIA: A Case of PNB Perdana Hotel & Suites on the Park and Adya Hotel

ZULKIFLY MD SAID, DIRECTOR GENERAL
ISLAMIC TOURISM CENTRE

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INTRODUCTION

• No. of hotels in Malaysia – 2734 hotels*
• International and local chain
• Hotel rating – 1/2/3/4/5 star (1,130 hotels*)
• No MFT rating at the moment
• All hotels which have star rating in Malaysia is MFT hotel – fulfill basic MFT requirement
• At present 6 Shariah-Compliant hotels available in Malaysia

Source: Min. of Tourism & Culture, Malaysia  *As of December 2016
MINIMUM REQUIREMENTS OF STAR RATING (MFT ATTRIBUTES)

• **Restaurants** – serving Halal and Non Halal Food must have separate kitchen, storage facilities, washing facilities, utensils and equipments.

• **Kiblat Sign** – Kiblat sign to be displayed on ceiling of every room

• **Water Hose/bidet** - to be provided for ablutions

• **Separate Compartment** – Halal & Non Halal

• **Surau (Prayer Rooms)**

Source: Min. of Tourism & Culture, Malaysia  *As of December 2016*
<table>
<thead>
<tr>
<th>Shariah-Compliant Hotel Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Halal food served in the main café/kitchen</td>
</tr>
<tr>
<td>• No prohibited food and beverages served, including in hotel fridge</td>
</tr>
<tr>
<td>• Quran (with translation) and prayer mat in the room</td>
</tr>
<tr>
<td>• Signage of the direction of the Qiblat</td>
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<tr>
<td>• Bed &amp; toilet positioned away from Qiblat</td>
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<tr>
<td>• No gambling-related activities</td>
</tr>
<tr>
<td>• Prayer room provided at decent location</td>
</tr>
<tr>
<td>• Bidets in bathrooms</td>
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<tr>
<td>• Islamic/family entertainment only.</td>
</tr>
<tr>
<td>• Separation of recreational facilities for men and women including swimming pool, gym, spa etc.</td>
</tr>
<tr>
<td>• Options for all female or family floors</td>
</tr>
<tr>
<td>• Predominantly Muslim staff with proper Islamic code of dressing</td>
</tr>
<tr>
<td>• Guest dress code must be posted at the hotel entrance or lobby</td>
</tr>
<tr>
<td>• Islamic funding (hotel financed through Islamic financial instruments)</td>
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<tr>
<td>• Arts not to depict human or animal form</td>
</tr>
<tr>
<td>• Printed/updated prayer schedule in every hotel room</td>
</tr>
<tr>
<td>• Outlets selling Halal/Islamic related products such as Islamic books, CDs, Islamic attire, halal food and beverages or any other Islamic-related products</td>
</tr>
</tbody>
</table>
Within Malaysia
• PNB Perdana Hotel & Suites On The Park, KL
• Adya Hotel, Langkawi
• Grand BlueWave Hotel Shah Alam
• Klana Beach Resort Port Dickson
• TH Hotels & Residences
• De Palma Hotel

Outside Malaysia
• Al-Jawahra Group of Hotels & Apartments, Dubai
• Mövenpick Makkah Hajar Tower, Saudi Arabia
• Sofyan Hotel, Jakarta
PNB PERDANA HOTEL & SUITES ON THE PARK
KUALA LUMPUR

• 2000 – start operations

• 2008 – MS ISO 9001:2005 Quality Management Systems-Requirements from Islamic Perspective

• Shifts from conventional hotel to Muslim-friendly hotel by the management

• Awarded ‘World Best Halal Apartment’ 2016 at the World Halal Tourism Summit 2016
Achievements

• **Significant increase of number of guests** from the Middle East after the adoption of MFT.

• **Occupancy rate increase of at least 10% in 2016** as compared to pre-MFT years.

• **Increase of revenue by at least 15%** compared to pre-MFT years.
ADYA HOTEL
LANGKAWI KEDAH

• 2015 – start operations
• Fully shariah-compliance concept
• Rated MFT hotel by CrescentRating
• Received Muslim Friendly Hotels Rating Services (MFHRS) Award by INHART, IIUM
Achievements

- **Number of guests increased by 22.12% in 2016 compared to 2015 (opening year).**
- **Occupancy rate increased by 3.50% in 2016 compared to 2015.**
- **Average room rate increased by 11.05% in 2016 compared to 2015.**
- **2016 revenue increased by 28.57% compared to 2015.**
OUTCOME

• Significant increased of guests especially Middle East
• Occupancy rate increases
• Revenue increases
• Guests from non-Muslim countries – Japan, Australia, Singapore, USA, France, China, India, Korea, Canada, France
PNB PERDANA ON THE PARK
GUEST REVIEW REVIEW ON
tripadvisor®

Short but great
It was a very short stay but its worth the money. Hotel's location is within the city center and close to the KLCC, shops and restaurant. Lobby was well taken cared of despite of its aging. Front desk who checked us in was prompt. We... More

Response from PNBPerdanaHo, General Manager at PNB Perdana On The Park
Responded 19 January 2017
Dear Jerrykea26, Thanks for this positive and fantastic review. We are delighted that you and your colleagues enjoyed every moment at PNB Perdana On Park. We look forward to seeing you again on your next visit to Kuala Lumpur. Best regards, General Manager

Surprising, four star hotel @ an amazingly affordable rate.
My mini suite included a long mirrored corridor, living room, bedroom, dressing room, large closets, big bathroom, butler kitchen fully equipped, small private balcony - on the 28th floor with a breath-taking view of beautiful Kuala Lumpur. Hotel has Olympic size swimming pool, gym, 2 tennis courts, miniature golf course, 2 squash courts. Buffet restaurant on ground level, gourmet restaurant on rooftop. Staff totally helpful and friendly. Slight drawback for Western sensibility, no booze served, but so what? Buy wine or beer at one of the nearby markets, keep it in the fridge and done. The Perdana's heart-of-the-city location (3 blocks from the legendary Petronas Twin Towers) one block from the sleek and modern subway system, makes it an ideal choice for travelers on a budget. Thanks to the immaculately maintained facility and unstintingly helpful staff, my 11 night stay proved to be one of the most pleasant experiences in a lifetime of international travel.

Room Tip: I asked for higher up, for the view and the quiet. Always works in any city, but especially so in K..
Stayed: December 2016, travelled solo

Central location, wonderful staff, spacious rooms, delicious breakfast and more...
For our first visit to Malaysia we felt very lucky to have resided in this wonderful staff which we highly recommend and will go to again and again when we visit Kuala Lumpur. Although the central location is a big bonus, but we a family of 19, felt that the main bonus was the wonderful staff who reflected the value of the hotel and the Malaysian people. Mr Wahid and Farhana welcomed us and were very helpful throughout our stay. Rooms were clean and spacious. The Metro station was only 3-minute walk away while the twin towers were 10-minute walk. The central park was very close by. A highly powered Wi-Fi was a big bonus. Local restaurants of different varieties were close by. Breakfast was delicious and has varieties of food vegetables and fresh fruit. There was a business centre on the top floor which I used and which I found very useful. The sauna, swimming pool and tennis court were amazing bonuses. We highly recommend this hotel to individuals, couples and large family like ours.

Stayed: April 2017, travelled with family

Sleep Quality | Cleanliness | Service

Askmesh2015 asked about PNB Perdana On The Park
1 Thank askmesh2015

Super !!
The room is clean, and near to kcc. Lovely place to stay...
We had superior room, and its not too expensive when we booked online. They have kitchen, room, living room. Feel at home!!! They clean the room everyday, they provides the water everyday.

Stayed: May 2017, travelled as a couple
**Relaxing stay**

Reviewed 7 May 2017

Found all the staff to be helpful. The Hotel is clean and tidy with a beautiful view from the room. The pool is nice to have a evening swim. The breakfast dining room is spacious with an outdoor terrace. The breakfast selection was one of the highlights with something for everyone. The hotel also has a travel desk where you can rent a car for 100 ringgit per day to see the whole island.

Stayed: April 2017, travelled as a couple

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**Excellent Lovely Hotel - Muslim Friendly**

Reviewed 2 May 2017

We stayed in this hotel for a few nights after spending the first part of our trip in Berjaya, we decided to come here to Kuah for a few days. We drove down here very straight forward around 25mins from the airport/begisja and free parking. .

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**Wonderful Island Retreat**

Reviewed 12 January 2017

Excellent hotel with a view of the ocean and the Kuah town. We were on a high floor so the view was particularly appealing all through the day. Daybreak and night views were stunning. The hotel has two pools and the staff is hospitable.

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**This should be 5 STAR!**

Reviewed 22 April 2017

Excellent all round hotel and the best value for money hotel I have ever booked, cannot recommend it enough, from the facilities to the service from the staff, I have little complaints. WiF could be slightly better and allow streaming and TV channels could be improved for days when the weather is not great like we experienced but that is my nit picking.

Stayed: April 2017, travelled as a couple
FEEDBACK

• Customer satisfaction towards choice of halal options;
• Feel safer as no alcohol is served;
• Premise well kept and clean;
• Popular among young families;
• Separation of swimming pool (Adya Hotel).
GOVERNMENT INITIATIVES

- Muslim Friendly Hospitality Services – Requirements – MS 2610:2015
- Study on the Readiness of Malaysian Accommodation Towards Shariah-Compliance
Accommodation specific requirements in MFHS MS2610:2015:

✓ Rooms
✓ Food and beverages
✓ Public *musalla*
✓ Public washroom
✓ Recreational and wellness facilities

ADOPTION IS VOLUNTARY
NO CERTIFICATION SCHEME
BACKGROUND OF STUDY

- 10th Malaysia Plan
- Economic Planning Unit (EPU)
- University Malaya Consultancy Unit (UPUM)
SCA ATTRIBUTES
+ Surau / Musolla

+ Halal Kitchen

+ Qibla Sign

+ Sejadah

+ Some Restaurant are Halal certified

+ Quran (translation)
ATTRIBUTES HARD TO IMPLEMENT

+ Separation of facilities and services
+ Staff wear Shariah compliant attire
+ No alcohol
+ Renovation to fit the Shariah requirement
+ Marketing and promotion
+ Guest with proper attire
+ Appoint dedicated Halal Executive
## MALAYSIA’S HOTELS STATISTICS

<table>
<thead>
<tr>
<th>HOTEL CLASSIFICATION</th>
<th>HOTELS</th>
<th>ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 ★★★★★</td>
<td>104</td>
<td>35,411</td>
</tr>
<tr>
<td>4 ★★★★</td>
<td>151</td>
<td>35,908</td>
</tr>
<tr>
<td>3 ★★★</td>
<td>289</td>
<td>47,373</td>
</tr>
<tr>
<td>2 ★★</td>
<td>315</td>
<td>23,670</td>
</tr>
<tr>
<td>1 ★</td>
<td>271</td>
<td>14,838</td>
</tr>
<tr>
<td><strong>Total ★ Hotels</strong></td>
<td><strong>1,130</strong></td>
<td><strong>157,200</strong></td>
</tr>
</tbody>
</table>

No. of Hotels in Malaysia - 2,734 hotels
No. of Rooms - 220,626 rooms

As of December 2016

Source: Min. of Tourism & Culture, Malaysia
Based on several existing mechanism:

✓ Accommodation ratings imposed by the Ministry of Tourism & Culture Malaysia (www.motac.gov.my); and

✓ MS2610:2015 Muslim-Friendly Hospitality Services Requirements

MFA rating be classified into three: Silver, Gold and Platinum.

Voluntary adoption
<table>
<thead>
<tr>
<th>Rating</th>
<th>Accommodation Facilities and Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Information of mosque location, religious attraction and halal food eateries available at reception and/or website.</td>
</tr>
<tr>
<td>Silver</td>
<td>Qibla pointing signage in room, bidet in bathroom, prayer mat and Quran in room.</td>
</tr>
<tr>
<td>Gold</td>
<td>Information of mosque location, religious attraction and halal food eateries available at reception and/or website.</td>
</tr>
<tr>
<td>Platinum</td>
<td>Information of mosque location, religious attraction and halal food eateries available at reception and/or website.</td>
</tr>
</tbody>
</table>
• Acceptance of headquarters or accommodation provider owners
• Other guest's perception on the word 'Shariah'
• Current practices are sufficient for our target market
• Too risky to invest due to market uncertainties
• Attaining Halal certification
• Brand positioning does not suit Shariah compliance
• To comply would entail higher costs
• Might lose other target market
• Adhering to the strict requirements
Thank you